

Figure 1

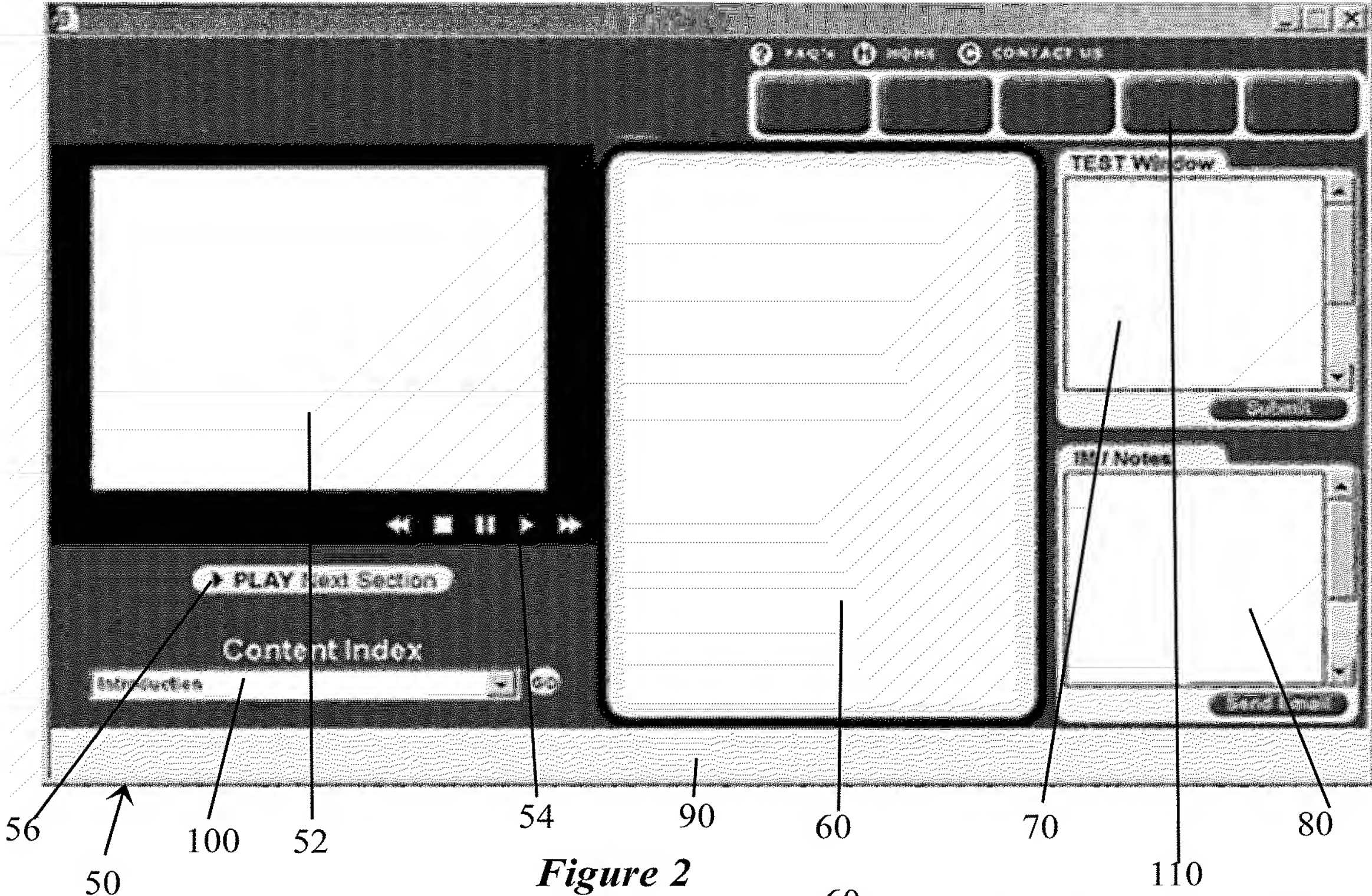


Figure 2

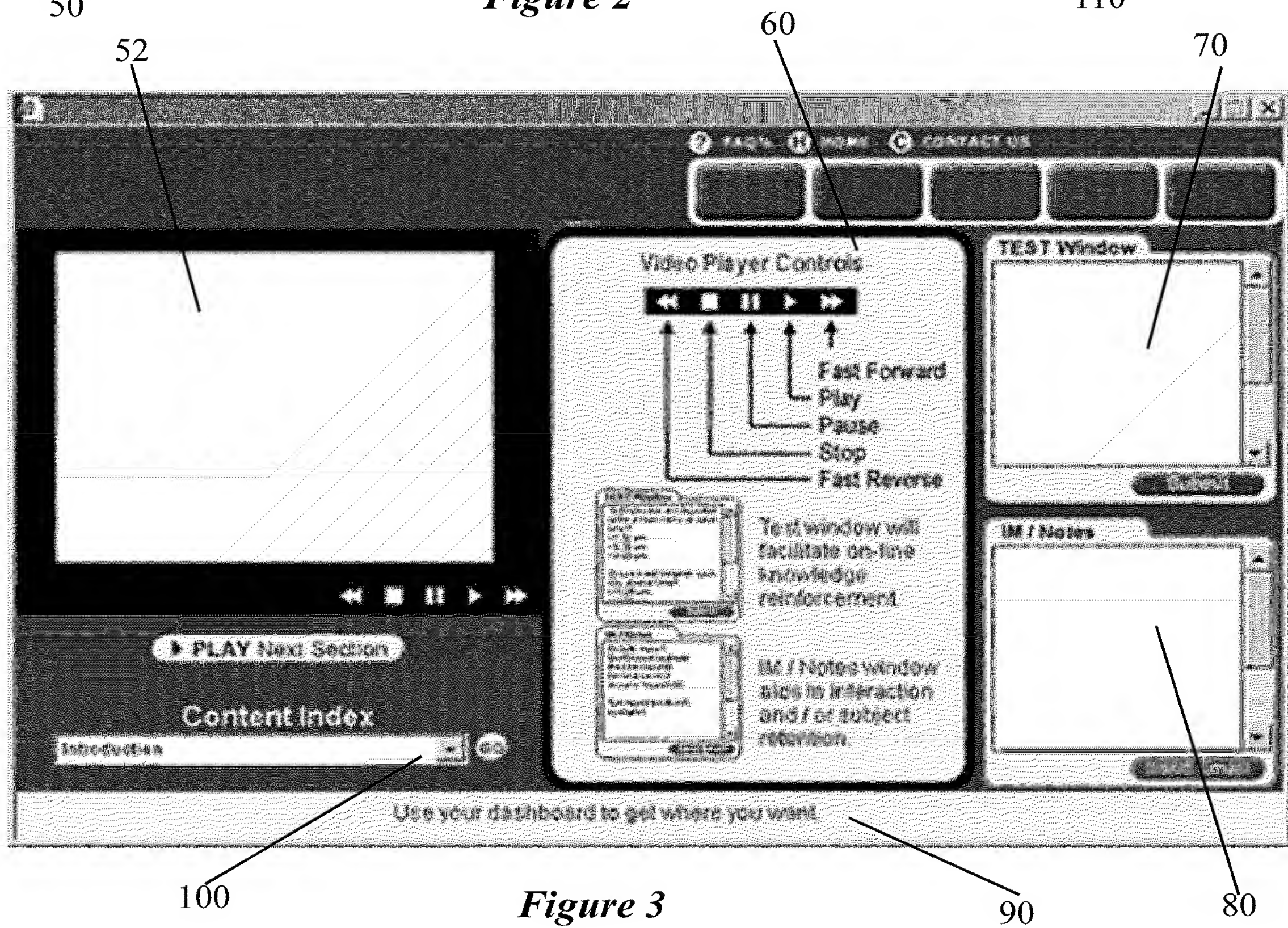


Figure 3

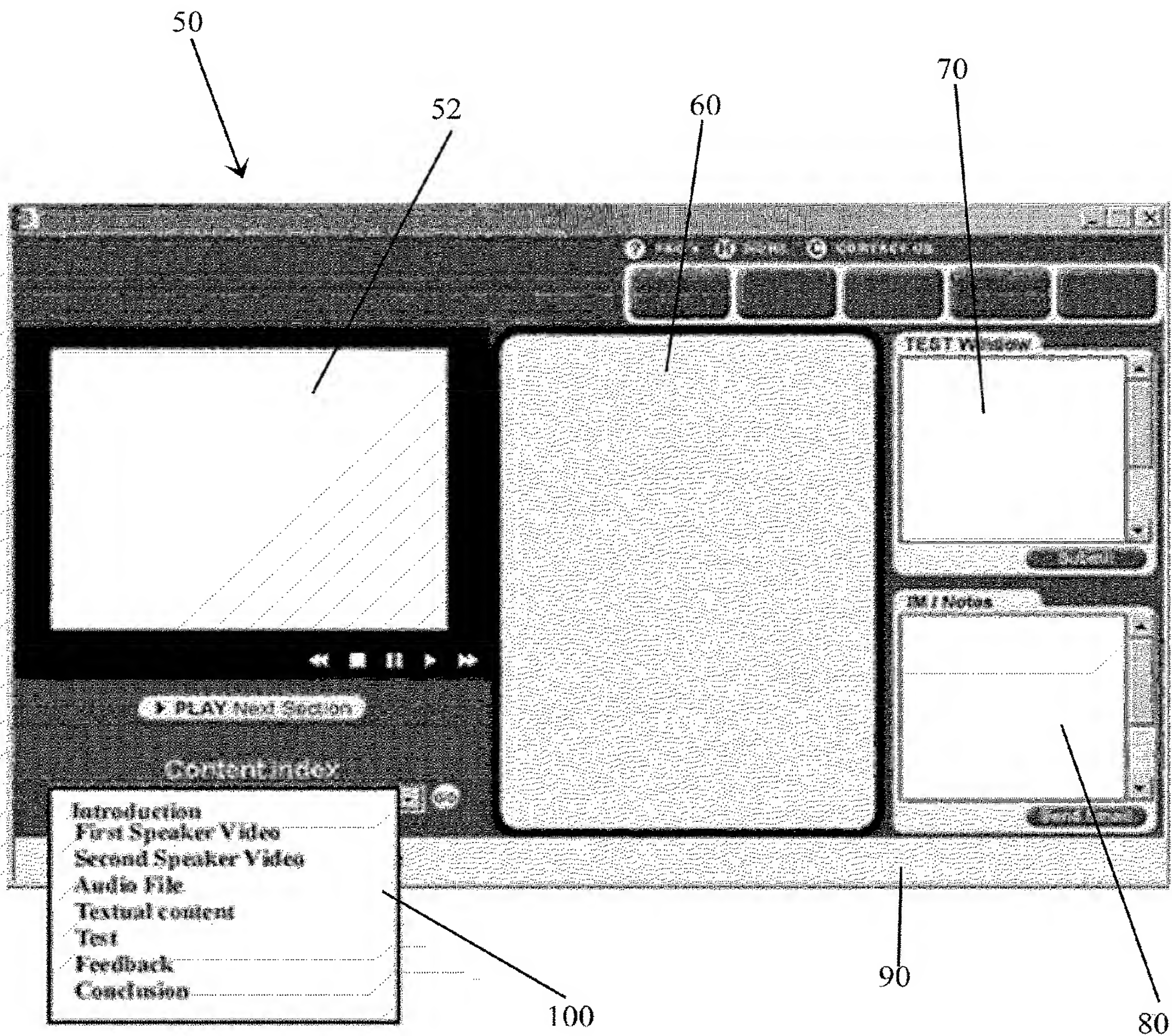


Figure 4

Master blocking form

| Item | Length | Title | Media | Content | Links, interactive elements, notes |
|------|--------|---------------|---------------------------------------|--|---|
| 1 | :30 | Open | Audio Music Graphic Text | Host: Hi. I'm Heidi, your host for this interactive communications tool on the Internet called the Complete Story. Before you start with _____, use your mouse to get comfortable with your dashboard. This is how you control where you go and when you go. You'll learn more as you start viewing. Right now, take a look at your dashboard symbols. And take your time. We're not going anywhere. TBD Dashboard with cued highlights Synchronous explanation of dashboard elements | Dashboard items appear as host describes them |
| 2 | :10 | Company intro | Audio Music Graphic | Host: Ready? Now I'd like for you to join _____ by meeting _____, the president. Continues from above Company logo | |
| 3 | 1:30 | CEO welcome | Video Picture | _____ welcomes viewer to _____ & members of the management team Individual pictures of _____ managers, synchronized to appear when _____ mentions their names | |
| | | | Graphic Text | PowerPoint slides 1,2,3,4 Items that emphasize speaking points. | Copy points emphasize what _____ has said. |
| 4 | :30 | Company menu | Audio Graphic Music Copy | Host: (Asks viewer to select where he or she wants to go.) TBD (Selected items from company menu) TBD Descriptions of each category | Like a browser button on a Web site, bullet descriptions explain sections |
| 5 | | | | | |
| 6 | | | | | |
| 7 | | | | | |

Figure 5